



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**8:00 a.m., Tuesday, February 20, 2018**

**Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**Notice and Agenda**

**1. Call to Order/Roll Call**

David Scholefield, Chairperson

Carl Grupp

David Winter

Linda Dillenbeck, Vice-Chairperson

Frank Ashmore

Camille Hill

Ken McKenzie

**2. Approval of Minutes**

Commission discussion and action to approve the January 16, 2018 special meeting minutes.

**3. TDC Special Meeting Follow-Up**

Commission discussion and possible recommendations regarding the following January 16, 2018 special meeting objectives: Financial Policy 21A and tourism related operating and capital projects.

Staff Contact: Karen Churchard, Tourism & Events Director, Steve Geiogamah, Tourism Development Manager

**4. Tourism Development Commission Annual Report**

Commission discussion and possible recommendation to approve the TDC annual report.

Staff Contact: Steve Geiogamah

**5. Scottsdale Fahrenheit Festival-New Event Development Request**

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of \$75,000 in support of the Scottsdale Fahrenheit event funding proposal.

Presenter: Jason Rose, President. Scottsdale Fahrenheit Festival

Staff Contact: Steve Geiogamah



**6. Cinco de Mario Event-New Event Development Request**

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of \$70,000 in support of the Cinco de Mario event funding proposal.

Presenter: Rick Phillips, RND Events

Staff Contact: Steve Geiogamah

**7. Little Red Schoolhouse Museum Design Project**

Presentation, Commission discussion and possible recommendation regarding the Little Red School House museum design project.

Presenter: Sharyn Seitz, Scottsdale Historical Society

Staff Contact: Steve Geiogamah

**8. Event Funding Program Recommendations**

Commission discussion and recommendations on the following application for event funding:

a. Jazz Day Event - \$7000

b. Run the Runway - \$8500

Staff Contact: Steve Geiogamah

**9. Staff Reports**

Staff presentation and Commission discussion of the following:

a. Staff Bed-Tax Collection Report

b. Staff Bed Tax Hotel Classification Report

c. Bed Tax Proforma

d. Smith Travel Report

e. Lodging Regional Report

f. Program Updates

Staff Contact: Steve Geiogamah

**10. Public Comment**

The public may address the Commission regarding any issue within the Commission's purview. If you wish to address the Commission, please complete a comment card and provide it to the Chair or to a staff member. Speakers are limited to three minutes during Public Comment time. Arizona State law prohibits the Commission from discussing or taking action on an item that is not on the prepared agenda. In addition, the Chair may invite comments from the public on any agenda item.

**11. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**Adjournment**

**Next scheduled regular meeting is March 20, 2018**



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.